

ABSTRACT OF THE DISCLOSURE

An Internet Box Office (IBO) system and technique vends digital content via a computer network, such as the Internet. The IBO system comprises a viewing system that cooperates with a Digital Rights Management system and various deployment enhancements within the Internet to provide an infrastructure that facilitates access to digital content in a manner that comports with copyright law and the control of intellectual property by the copyright owner. The IBO system enables a content copyright owner to retain control of its intellectual property while allowing a consumer to have transparent access to the copyright-protected content via the network. To that end, the IBO system operates to download and stage the copyrighted digital content on the viewing system of a consumer.